

FIG. 1

## VIEWER PROFILE 200

	ATTRIBUTE <u>240</u>	NUMERICAL (OR SYMBOLIC) REPRESENTATION <u>250</u>
205	CHANNEL 2	3
206	CHANNEL 4	4
207	CHANNEL 7	3
208	....	
209	SPORTS CHANNEL	7
....	MUSIC CHANNEL	2
	....	
210	MORNING PROGRAMS	1
211	EARLY AFTERNOON PROGRAMS	3
212	LATE AFTERNOON PROGRAMS	7
213	EVENING PROGRAMS	5
	...	

FIG. 2

00000T" 209666660

SECRET

## PROGRAM DATABASE - 300

DATE/TIME	CHANNEL	TITLE	GENRE	...	RECOMMENDER SCORE
<u>340</u>	<u>345</u>	<u>350</u>	<u>355</u>		<u>370</u>
11/18/99 -- 8:00 P.M.	CH 1	LUCY	COMEDY		55
11/18/99 -- 8:30 P.M.	CH 1	AL'S FAMILY	SITCOM		78
...					
11/18/99 -- 9:00 P.M.	CH 3	YOUR HOUSE	DRAMA		96

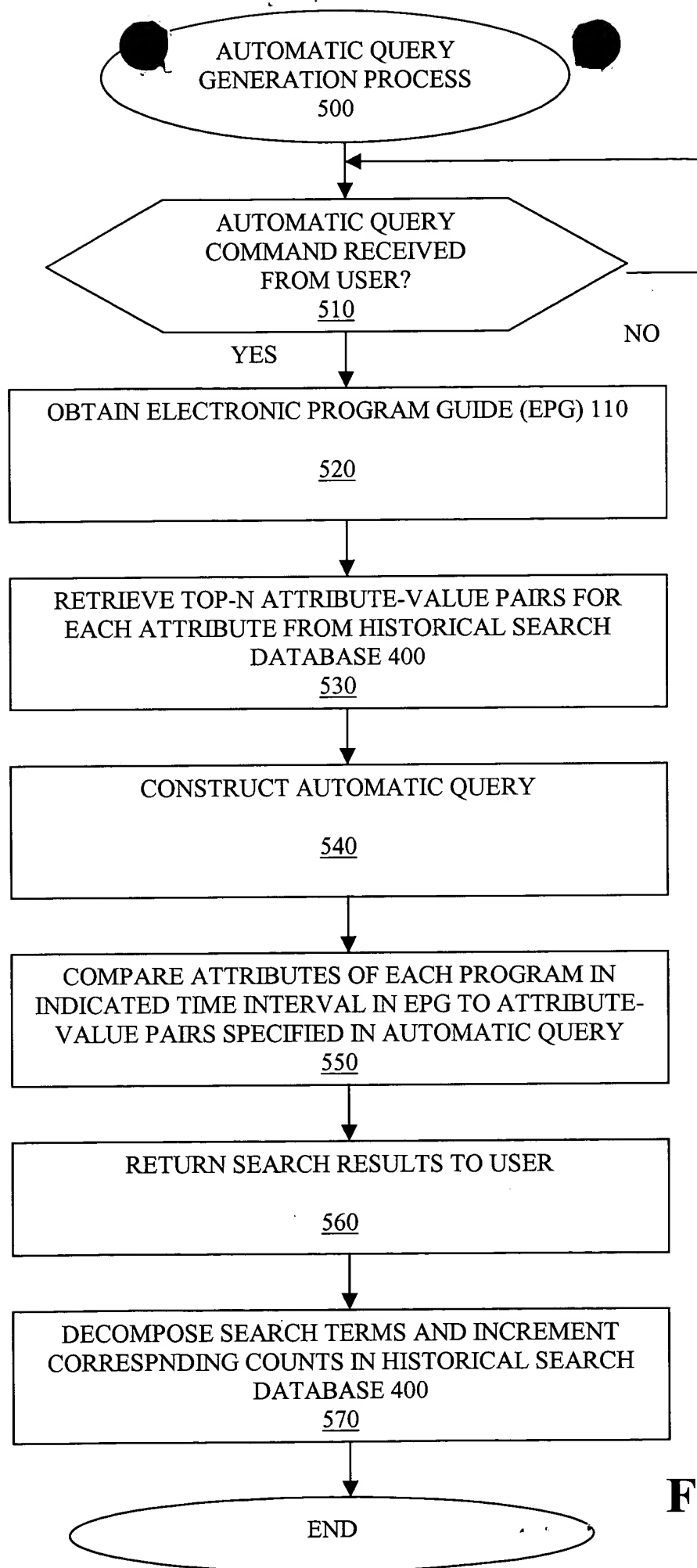
**FIG. 3**

## HISTORICAL SEARCH DATABASE - 400

	ATTRIBUTE-VALUE PAIR	NUMBER OF TIMES UTILIZED IN A QUERY
	450	460
405	GENRE: COMEDY	
410	GENRE: DRAMA	
...		
415	GENRE: SITCOM	
...		

**FIG. 4**

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**FIG. 5**